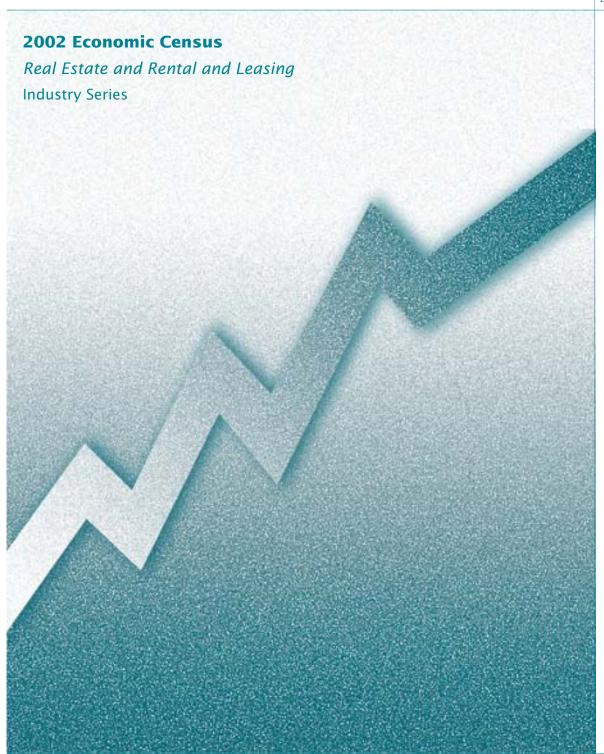
General Rental Centers: 2002

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Helping You Make Informed Decisions

U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU



CONTENTS

Intro Real	duction to the Economic Census Estate and Rental and Leasing	v ix
Table		
1. 2. 3. 4.	Summary Statistics for the United States: 2002	1 2 3 5
Арре	endixes	
A. B. C. D. E.	Explanation of Terms NAICS Codes, Titles, and Descriptions Methodology Geographic Notes Metropolitan and Micropolitan Statistical Areas	A-1 B-1 C-1

-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

	Kind of business					Paid employees for pay period including March 12 (number)	Percent of revenue -	
2002 NAICS code		Estab- lishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)		From administrative records ¹	Estimated ²
5323	General rental centers	6 863	4 739 338	1 199 079	283 923	42 152	17.1	8.2
53231 532310	General rental centers General rental centers	6 863 6 863	4 739 338 4 739 338	1 199 079 1 199 079	283 923 283 923	42 152 42 152	17.1 17.1	8.2 8.2

¹Includes revenue information obtained from administrative records of other federal agencies. ²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
5323	General rental centers	6 863 6 509	4 739 338 3 910 618	1 199 079 941 009	42 152 40 284
53231 532310	General rental centers 2002. 1997. 2002. General rental centers 2002. 1997. 1997.	6 863 6 509 6 863 6 509	4 739 338 3 910 618 4 739 338 3 910 618	1 199 079 941 009 1 199 079 941 009	42 152 40 284 42 152 40 284

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, and definitions, see note at end of table]

	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line revenue			
2002 NAICS						As percent of of-		
code			Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
5323		General rental centers	6 863	х	4 739 338	x	100.0	65.2
	52500	Passenger cars and other automotive equipment without drivers rental						
	52580	and/or leasing	151	236 066	33 839	14.3	.7	X
	52584	leasing	1 160	856 872	423 033	49.4	8.9	64.7
	52585	operators	36	18 800	2 589	13.8	.1	Х
	52586	operators	812 130	535 108 195 187	165 230 34 638	30.9 17.7	3.5 . <u>7</u>	X
	52587 52588	Office furniture Office machinery and equipment (except computers and furniture)	11 14	3 882 136 525	207 24 862	5.3 18.2	.7 Z .5 Z	X X X X
	52592 52599	Audio/visual equipmentOther commercial and industrial machinery and equipment without	144	76 493	1 954	2.6		
	52600	operators	436 6 863	365 542 4 739 338	193 553 3 756 021	53.0 79.3	4.1 79.3	X 51.8
	52611 52612	Consumer appliances Consumer electronics	3 085 3 063	1 834 266 1 812 181	340 596 538 839	18.6 29.7	7.2 11.4	X
	52618 52619	Formal wear and costume Wardrobe (theatrical)	37 24	28 389 11 611	1 578 1 014	5.6 8.7	Z Z Z Z	X X X X
	52621	Video tapes, discs, DVDs, and video games	19	9 526	338	3.5	Z	â
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	2 282	1 409 716	100 248	7.1	2.1	x
	52623 52624	Recreational goods and equipment Home health furniture and equipment	58 69	34 123 41 896	1 690 5 296	5.0 12.6	Z Z	X X X X X
	52625 52626	Residential furniture Party supplies	1 310 1 058	760 569 560 758	208 647 91 384	27.4 16.3	4.4 1.9	ŷ
	52629	Other consumer goods	6 863	4 739 338	2 466 391	52.0	52.0	
	52700 52701	Interest income	12 12	157 536 157 536	10 521 10 521	6.7 6.7	.2 .2	65.2 X
	52710 52720	Repair and maintenance services	592 3 854	349 100 2 384 029	24 123 270 095	6.9 11.3	.5 5.7	X 54.5
	52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	629	431 295	7 187	1.7	.2	X
	52729	Other	3 846	2 377 354	262 849	11.1	5.5	
53231	59810	Other revenue	3 142 6 863	2 158 342 X	221 706 4 739 338	10.3 X	4.7 100.0	X 65.2
	52500	Passenger cars and other automotive equipment without drivers rental						
	52580	and/or leasing	151	236 066	33 839	14.3	.7	Х
	52584	leasing	1 160	856 872	423 033	49.4	8.9	64.7
	52585	operators	36	18 800	2 589	13.8	.1	Х
	52586	operators	812 130	535 108 195 187	165 230 34 638	30.9 17.7	3.5 .7	X X X X
	52587 52588	Office furniture Office machinery and equipment (except computers and furniture)	11 14	3 882 136 525	207 24 862	5.3 18.2	Z .5 Z	X X
	52592 52599	Audio/visual equipment Other commercial and industrial machinery and equipment without	144	76 493	1 954	2.6	Z	
	50000	operators	436	365 542	193 553	53.0	4.1	Χ
	52600 52611	Consumer goods rental and/or leasing	6 863 3 085	4 739 338 1 834 266	3 756 021 340 596	79.3 18.6	79.3 7.2	51.8 X
	52612 52618	Consumer electronics	3 063 37	1 812 181 28 389	538 839 1 578	29.7 5.6	11.4 Z	X X X X
	52619 52621	Wardrobe (theatrical)	24 19	11 611 9 526	1 014 338	8.7 3.5	Z Z Z	X
	52622	Video cassette recorders, video cameras, televisions, DVD players,	0.000	1 400 710	100 248	7.4	0.1	V
	52623	and other video equipment Recreational goods and equipment	2 282 58	1 409 716 34 123	1 690	7.1 5.0	2.1 Z	X
	52624 52625	Home health furniture and equipment	69 1 310	41 896 760 569	5 296 208 647	12.6 27.4	.1 4.4	X X X X X
	52626 52629	Party supplies	1 058 6 863	560 758 4 739 338	91 384 2 466 391	16.3 52.0	1.9 52.0	X
	52700 52701	Interest income	12 12	157 536 157 536	10 521 10 521	6.7 6.7	.2 .2	65.2 X
	52710	Repair and maintenance services.	592	349 100	24 123	6.9	.5	X
	52720 52723	Sales of merchandise . Video cassette recorders, video cameras, televisions, DVD players,	3 854	2 384 029	270 095	11.3	5.7	54.5
	52729	and other video equipment	629 3 846	431 295 2 377 354	7 187 262 849	1.7 11.1	.2 5.5	X
	59810	Other revenue	3 142	2 158 342	221 706	10.3	4.7	X
532310		General rental centers	6 863	Х	4 739 338	x	100.0	65.2
	52500	Passenger cars and other automotive equipment without drivers rental and/or leasing.	151	236 066	33 839	14.3	.7	х
	52580	Commercial and industrial machinery and equipment rental and/or leasing	1 160	856 872	423 033	49.4	8.9	64.7
	52584	Heavy equipment used for construction, mining, and forestry with operators	36	18 800	2 589	13.8	.1	X
	52585	Heavy equipment used for construction, mining, and forestry without operators	812	535 108	165 230	30.9	3.5	
	52586 52587	Computers and computer peripheral equipment Office furniture	130 11	195 187 3 882	34 638 207	17.7 5.3	.7 Z	X X X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

	2002 Product	Kind of business and product line	Establishments with the product line		Product line revenue			
2002 NAICS						As percent of total revenue of —		
code	line code	Nind of business and product line	Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	Estab- lishments with the product line	All estab- lishments ¹	Response coverage ² (percent)
532310		General rental centers—Con.						
	52580	Commercial and industrial machinery and equipment rental and/or leasing – Con.						
	52588 52592 52599	Office machinery and equipment (except computers and furniture) Audio/visual equipment Other commercial and industrial machinery and equipment without	14 144	136 525 76 493	24 862 1 954	18.2 2.6	.5 Z	×
	02000	operators	436	365 542	193 553	53.0	4.1	Х
	52600 52611 52612 52618 52619 52621	Consumer goods rental and/or leasing	6 863 3 085 3 063 37 24 19	4 739 338 1 834 266 1 812 181 28 389 11 611 9 526	3 756 021 340 596 538 839 1 578 1 014 338	79.3 18.6 29.7 5.6 8.7 3.5	79.3 7.2 11.4 Z Z Z	51.8 X X X X X
	52622 52623 52624 52625 52626 52629	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment Recreational goods and equipment Home health furniture and equipment Residential furniture Party supplies Other consumer goods	2 282 58 69 1 310 1 058 6 863	1 409 716 34 123 41 896 760 569 560 758 4 739 338	100 248 1 690 5 296 208 647 91 384 2 466 391	7.1 5.0 12.6 27.4 16.3 52.0	2.1 Z .1 4.4 1.9 52.0	X X X X X
	52700 52701	Interest income Interest from lease financing receivables (financing leases)	12 12	157 536 157 536	10 521 10 521	6.7 6.7	.2 .2	65.2 X
	52710 52720 52723	Repair and maintenance services	592 3 854	349 100 2 384 029	24 123 270 095	6.9 11.3	.5 5.7	X 54.5
	52729	and other video equipment Other	629 3 846	431 295 2 377 354	7 187 262 849	1.7 11.1	.2 5.5	X X
	59810	Other revenue	3 142	2 158 342	221 706	10.3	4.7	х

¹Product line revenue and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Revenue of establishments reporting product line revenue as percent of total revenue.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002	Kind of business and largest firms based on revenue		Revenue				Paid employees
NAICS code		Establishments (number)	Amount (\$1,000)	As percent of total	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	for pay period including March 12 (number)
5323	General rental centers						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	6 863 1 771 2 028 2 383 2 591	4 739 338 1 622 765 2 011 330 2 279 020 2 530 605	100.0 34.2 42.4 48.1 53.4	1 199 079 378 974 440 675 501 104 569 139	283 923 93 792 109 307 124 190 140 496	42 152 12 257 14 212 16 274 18 162
53231	General rental centers						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	6 863 1 771 2 028 2 383 2 591	4 739 338 1 622 765 2 011 330 2 279 020 2 530 605	100.0 34.2 42.4 48.1 53.4	1 199 079 378 974 440 675 501 104 569 139	283 923 93 792 109 307 124 190 140 496	42 152 12 257 14 212 16 274 18 162
532310	General rental centers						
	All firms 4 largest firms 8 largest firms 20 largest firms 50 largest firms	6 863 1 771 2 028 2 383 2 591	4 739 338 1 622 765 2 011 330 2 279 020 2 530 605	100.0 34.2 42.4 48.1 53.4	1 199 079 378 974 440 675 501 104 569 139	283 923 93 792 109 307 124 190 140 496	42 152 12 257 14 212 16 274 18 162

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.